IN THE CLAIMS:

1. (Currently Amended) A method of labeling an image for display on a screen comprising the steps of:

retrieving the image, displaying the image rotated, and displaying first and second text labels on the image wherein each label identifies a part or feature of the image, and

wherein the first text label is displayed in accordance with one labeling scheme, and the second text label is displayed in accordance with a different labeling scheme, wherein said first and second text labels are orientated within a predetermined deviation from a horizontal reference of the image, and

wherein, the orientation of the text label is flipped to ensure it remains upright when the text label one of approaches vertical, reaches vertical, and passes vertical, an orientation of each character within the text label remaining constant with respect to other characters in the text label as the text label is flipped.

2. (Previously presented) A method according to claim 1 wherein one of the labeling schemes consists of displaying text labels rotated with the image.

3. (Previously presented) A method according to claim 1, wherein one of the labeling schemes consists of displaying text labels rotated to one of a plurality of possible orientations relative to the rotated image.

4. (Previously presented) A method according to claim 3, wherein one of the labeling schemes consists of displaying text labels rotated to one of a plurality of possible orientations relative to the rotated image; and wherein an angular separation between those possible orientations is constant.

5. (Previously presented) A method according to claim 4 wherein one of the labeling schemes consists of displaying text labels rotated to one of an odd plurality of possible orientations relative to the rotated image.

6. (Previously presented) A method according to claim 1 wherein one of the labeling schemes consists of displaying text labels horizontal on the display.

7. (Previously presented) A method according claim 1 further comprising the step of displaying the image unrotated prior to displaying the image rotated, wherein the first and second text labels are displayed on the unrotated image in accordance with the same respective schemes as used for the rotated image.

8. (Previously presented) A method according to claim 1 wherein each text label displayed on the image is retrieved for display from a database which indicates either directly or indirectly which labelling scheme it is to be displayed in accordance with.

9. (Previously presented) A method according to claim 1 wherein the first and second text labels are members of first and second groups of text labels respectively; and wherein text labels in the same group are displayed in accordance with the same labeling scheme.

10. (Currently Amended) A method of labeling an image for display on a screen comprising the steps of:

retrieving the image, displaying the image rotated, and displaying a text label on the image rotated to one of a plurality of possible orientations relative to the rotated image, wherein said text label is orientated within a predetermined deviation from a horizontal reference of the image, and

wherein, the orientation of the text label is flipped to ensure it remains upright when the text label one of approaches vertical, reaches vertical, and passes vertical, an orientation of each character within the text label remaining constant with respect to other characters in the text label as the text label is flipped.

11. (Previously Presented) A method according to claim 10 wherein an angular separation between those possible orientations is constant.

12. (Original) A method according to claim 11 wherein the angular separation between those possible orientations is constant and the number of possible orientations relative to the rotated image is odd.

13. (Cancelled)

14. (Previously presented) A computer-readable storage medium having recorded thereon data representing instructions, which when loaded into a computer system causes the computer system to perform the method according to claim 1.

15. (Previously presented) Apparatus having a display and a processor configured to perform a method according to claim 1.

16. (Cancelled)

17. (Previously presented) A computer-readable storage medium having recorded data thereon representing instructions, which when loaded into a computer system causes the computer system to perform the method according to claim 10.

18. (Previously presented) Apparatus having a display and a processor configured to perform a method according to claim 10.

19. (Previously presented) A method according to claim 1, wherein the predetermined deviation is +/- 30 degrees.

20. (Previously presented) A method according to claim 10, wherein the predetermined deviation is +/- 30 degrees.